



DNR Communications Kaizen Event Report Out

“The News Anglers”

November 16-20, 2009

The Opportunity

Kevin Baskins

The “News Anglers” Team

Tammie Krausman



Kevin Baskins, Pat Boddy, Ken Herring, Sharon Tahtinen, Brian Tormey, Jess Brown, Mark Sedlmayr, Trisha Buck, Clay Smith, Dennis Ostwinkle, Julie Tack, Kati Bainter, Karen Grimes, Mick Klemesrud, Lowell Washburn, Joe Wilkinson, Joe Larscheid, Tammie Krausman, Emily Grover, Brandon Burnett, Tracy Fahrion, Mindy Kralicek, Mike Rohlf, Chris Van Gorp, Jim Scott, Diane Ford, Julie Sparks



Scope

Jessie Brown

- This event will address communications from need identification to implementation.

Goals

Dennis Ostwinkle

1. Establish a baseline for turnaround times for emergency and scheduled requests
2. Reduce the need for emergency responses by communications staff
3. Establish a process for planned and unplanned communications and identify a way to measure success
4. Establish a project tracking system, staff responsibilities and a means for team approach and accountability to customers



Objectives

Diane Ford

1. Planning including identification of key priorities or issues with clearly identified resources, roles, and accountability
2. How to handle urgent and/or unexpected requests
3. Define the role and expectations of the Communications Bureau in the DNR
4. Optimize the role and responsibilities of other bureaus in communications efforts
5. Optimize the use of the unique skills and talents of bureau staff
6. Set the expectations of what we need to achieve
7. Follow up on expectations
8. How do we measure success
9. Effectively managing media challenges
10. Effectively utilize new technology tools
11. Define “newsworthy”
12. Effectively utilize external partnerships
13. Optimize the use of funding sources and accountability



Kaizen Methodology

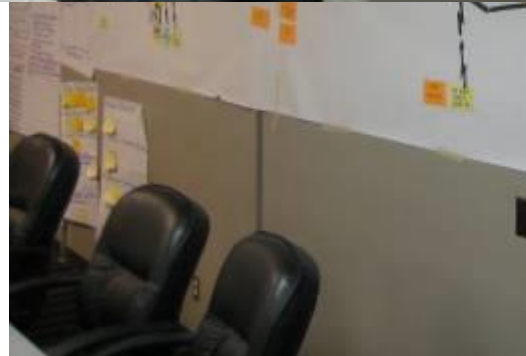
Clay Smith

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”--use the steps to support the event activities
 - Sort, Set in order, Shine, Standardize, Sustain



Current Process

Kati Bainter and Emily Grover



Results

Ken Herring

	MKTG	EDUC	DESIGN	ACTUAL	VIDEO	PHOTO	WEB	BL	OTHER
# STEPS I	32	12	57	27	30	10	21	14	25
# DELAYS I	6	1	6	3	7	2	4	4	4
DELAYS BL I	18 days	1 day	14 d	3 hrs	23 d	14 d	9 h	4 h	70 d
WC	11 d	7 days	70 d	58 days	128 d	90 d	37 d	19 d	190 d
# DECISIONS II	6	3	11	7	5	0	7	4	2
# LOOPBACKS IV	1	10	4	2	5	0	3	0	0
# HANDOFFS II	17	4	16	8	7	1	6	7	15
VALUE ADDED STEPS (#) III	3	1	4	2	6	3	4	2	4

LEAN

State of Iowa
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Brainstorming

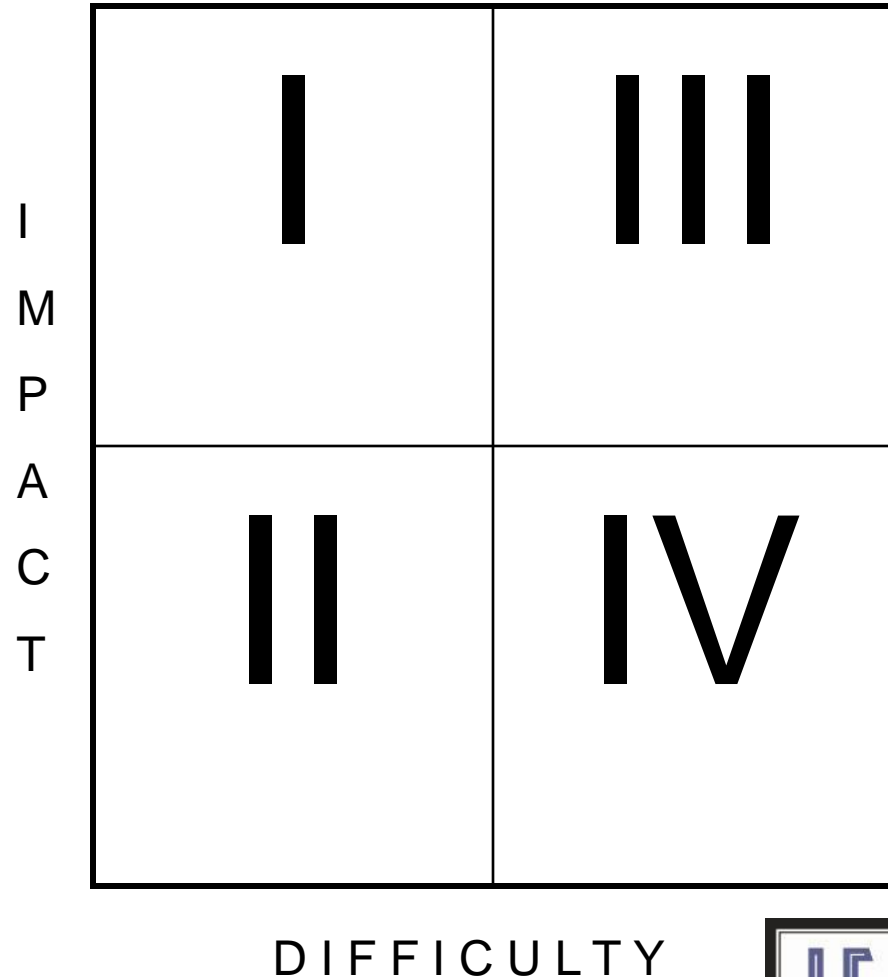
Brandon Burnett

- Improved Strategic Messaging
- Project Intake System
- Defining roles and responsibilities
- Defining “Newsworthy”
- Technology strategy for the bureau

De-selection Process

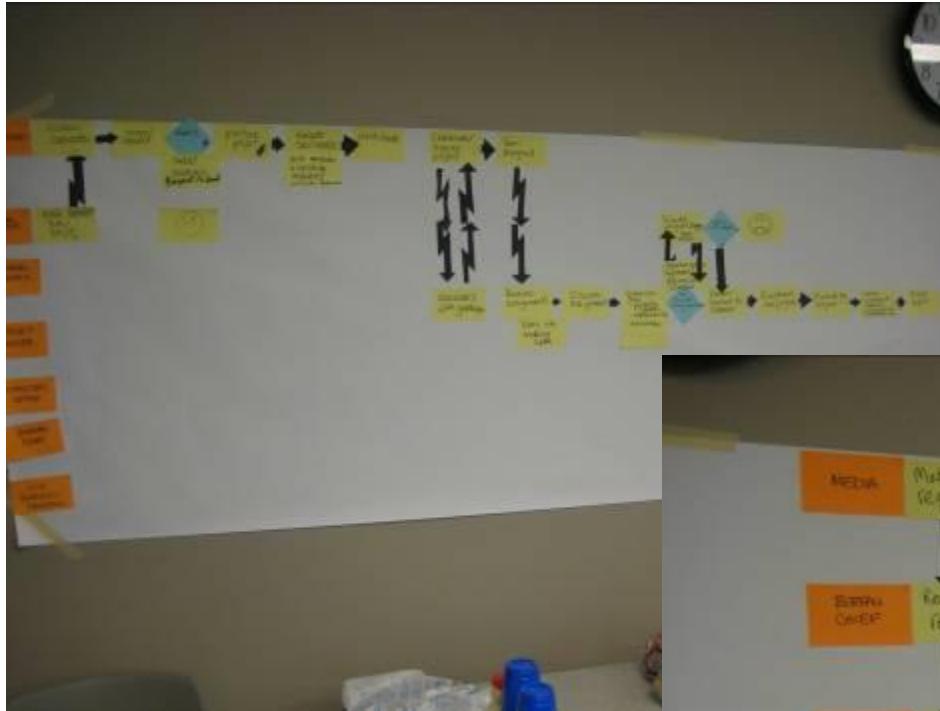
Julie Sparks

- Identifies
 - Impact to customer
 - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



New Process

Joe Wilkinson, Sharon Tahtinen, Mick Klemesrud, Karen Grimes



of Iowa
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Homework

Trisha Buck

Item	Item Description	Person Responsible	Due Date
1	Develop template for bureau communication plans	Tammie	12/11/09
2	Finalize Project Intake Form	Mick, Trisha	
3	Train staff on Project Intake Form	Mick	
4	Convene Legislative Communication Team	Pat, Tammie	12/5/09
5	Evaluate Admin Assistant functions	Pat	1/31/10
6	Discuss funding of Comm. Bureau with Exec. Leadership Team	Pat	12/15/09
7	Proactive News stories	Joe W., Mick, Mark (designee), Karen, Kati	12/31/09
8	Inventory field role(s), IGWS	Mark, Joe L., Dennis, Mick	
9	Develop templates for news releases, legis inquiries, fact sheets,	Kati, Sharon, Diane, Julie S.	1/1/10
10	Reorganize work space	Emily, Julie S., Kati, Lisa W., Sally	1/31/10



Homework

Tracy Fahrion

11	Standardize the "I" Drive	Jess, Julie S., Julie T., Mindy, Brandon	2/14/10
12	Event Calendar, evaluate Google calendar	Tracy, Brandon, Joe L.	
13	Copy CB on media Forms	Tammie	12/11/09
14	Complete Technology Inventory	Tracy, Brandon	12/14
15	Define software, hardware storage, and training needs	Tracy, Clay, Brandon	1/4/10
16	Determine upgrade schedule, budget	Kevin, Tracy, Clay, Brandon	1/4/10
17	Define CB/IT/ITE relationships	Tracy, Kevin, Pat, Rick	
18	Plan for Scanning, keywording, CMS, project tracking, photo and video archive, timecoding database	Tracy, Brandon	1/18/10
19	Roll out Plan Implemented	Kevin	4/2/10



Team Member Experience

Joe Larscheid
Mark Sedlmayr
Lowell Washburn
Pat Boddy

Comments

Jim Scott, TBM

**We welcome your
questions and comments!**

